

**Amendments to the Claims**

This listing of claims will replace all prior versions, and listings, of claims in the application:

1. (Original)            A method for online shopping, comprising:  
associating an online shopping cart with a consumer; and  
associating an item with the online shopping cart,  
wherein the associated item was not selected by the consumer for association  
with the shopping cart.
2. (Original)            A method according to Claim 1, wherein the item is  
associated with the shopping cart based on at least one of: a shopping history of the  
consumer; a shopping history of one or more other consumers; consumer preferences;  
complementary item information; demographic information; prices of similar items;  
promotions; marketing arrangements with manufacturers and distributors; inventory  
levels; projected demand; costs and profit margins.
3. (Original)            A method according to Claim 1, further comprising:  
determining to associate the item with the online shopping cart based on a first  
item associated with the shopping cart.
4. (Original)            A method according to Claim 3, wherein the item is  
complementary to the first item.
5. (Original)            A method according to Claim 3, wherein the item is a  
substitute for the first item.
6. (Original)            A method according to Claim 1, further comprising:

determining to associate the item with the online shopping cart based on a characteristic of items previously associated with the shopping cart.

7. (Original)            A method according to Claim 6, wherein the characteristic comprises at least one of: a number of items; a value of the items; and a type of one or more of the items.

8. (Original)            A method according to Claim 1, further comprising:  
determining to associate the item with the online shopping cart based on a characteristic of the consumer.

9. (Original)            A method according to Claim 8, wherein the characteristic comprises at least one of: age; sex; residence; income; and shopping history.

10. (Original)           A method according to Claim 1, wherein a cost of the associated item is less than a retail cost that would be charged to the consumer for the item if the item was selected by the consumer for association with the shopping cart.

11. (Original)           A method according to Claim 10, wherein the cost of the associated item is free.

12. (Original)           A method according to Claim 1, wherein the item cannot be disassociated from the shopping cart.

13. (Original)           A method according to Claim 1, further comprising:  
receiving an instruction from the consumer to disassociate a second item from the shopping cart; and  
in response to the instruction, automatically disassociating the item from the shopping cart.

14. (Original)        A method according to Claim 1, further comprising:  
presenting terms for purchasing the item to the consumer.
15. (Original)        A method according to Claim 1, further comprising  
determining the association based on rules.
16. (Original)        A method according to Claim 15, further comprising:  
dynamically updating the rules.
17. (Original)        A method according to Claim 1, further comprising:  
notifying the consumer that the item was associated with the shopping cart.
18. (Original)        A method for online shopping, comprising:  
associating an online shopping cart with a consumer; and  
associating an item with the online shopping cart in response to a selection of the  
item by an entity other than the consumer.
19. (Original)        A method according to Claim 18, wherein the entity is a  
potential seller of the item.
20. (Original)        A method according to Claim 18, wherein the entity is an  
intelligent agent.
21. (Original)        A method according to Claim 18, wherein a cost of the  
associated item is less than a retail cost that would be charged to the consumer for the  
item if the item was selected by the consumer for association with the shopping cart.
22. (Original)        A method according to Claim 18, wherein the item cannot  
be disassociated from the shopping cart.

23. (Original)        A method according to Claim 18, further comprising:  
receiving an instruction from the consumer to disassociate a second item from  
the shopping cart; and  
in response to the instruction, automatically disassociating the item from the  
shopping cart.

24. (Canceled)

25. (Canceled)

26. (Original)        A method for shopping, comprising:  
associating a physical shopping cart with a consumer; and  
associating an item with the physical shopping cart,  
wherein the associated item was not selected by the consumer for association  
with the shopping cart.

27. (Original)        A method according to Claim 26, wherein the item is  
associated with the shopping cart based on at least one of: a shopping history of the  
consumer; a shopping history of one or more other consumers; consumer preferences;  
complementary item information; demographic information; prices of similar items;  
promotions; marketing arrangements with manufacturers and distributors; inventory  
levels; projected demand; costs and profit margins.

28. (Original)        A method according to Claim 26, further comprising:  
determining to associate the item with the online shopping cart based on a first  
item associated with the shopping cart.

29. (Original)        A method according to Claim 28, wherein the item is  
complementary to the first item.

30. (Original) A method according to Claim 28, wherein the item is a substitute for the first item.

31. (Original) A method according to Claim 26, wherein a cost of the associated item is less than a retail cost that would be charged to the consumer for the item if the item was selected by the consumer for association with the shopping cart.

32. (Original) A method according to Claim 31, wherein the cost of the associated item is free.

33. (Original) A medium storing processor executable process steps, the process steps comprising:

a step to associate an online shopping cart with a consumer; and  
a step to associate an item with the online shopping cart,  
wherein the associated item was not selected by the consumer for association with the shopping cart.

34. (Original) A medium according to Claim 33, wherein the item is associated with the shopping cart based on at least one of: a shopping history of the consumer; a shopping history of one or more other consumers; consumer preferences; complementary item information; demographic information; prices of similar items; promotions; marketing arrangements with manufacturers and distributors; inventory levels; projected demand; costs and profit margins.

35. (Original) A medium according to Claim 33, the process steps further comprising:

a step to determine to associate the item with the online shopping cart based on a first item associated with the shopping cart.

36. (Original) A medium according to Claim 35, wherein the item is complementary to the first item.

37. (Original) A medium according to Claim 35, wherein the item is a substitute or the first item.

38. (Original) A medium according to Claim 33, wherein a cost of the associated item is less than a retail cost that would be charged to the consumer for the item if the item was selected by the consumer for association with the shopping cart.

39. (Original) A medium according to Claim 38, wherein the cost of the associated item is free.

40. (Original) A medium storing processor executable process steps, the process steps comprising:

- a step to associate an online shopping cart with a consumer; and
- a step to associate an item with the online shopping cart in response to a selection of the item by an entity other than the consumer.

41. (Original) A medium according to Claim 40, wherein the entity is a potential seller of the item.

42. (Original) A medium according to Claim 40, wherein the entity is an intelligent agent.

43. (Original) An apparatus for electronic shopping, comprising:  
a processor; and  
a storage device in communication with the processor and storing instructions adapted to be executed by the processor to:  
associate an online shopping cart with a consumer; and

associate an item with the online shopping cart,  
wherein the associated item was not selected by the consumer for association  
with the shopping cart.

44. (Original) An apparatus according to Claim 43, wherein the item is associated with the shopping cart based on at least one of: a shopping history of the consumer; a shopping history of one or more other consumers; consumer preferences; complementary item information; demographic information; prices of similar items; promotions; marketing arrangements with manufacturers and distributors; inventory levels; projected demand; costs and profit margins.

45. (Original) An apparatus according to Claim 43, the instructions adapted to be executed by the processor to:  
determine to associate the item with the online shopping cart based on a first item associated with the shopping cart.

46. (Original) An apparatus according to Claim 45, wherein the item is complementary to the first item.

47. (Original) An apparatus according to Claim 45, wherein the item is a substitute for the first item.

48. (Original) An apparatus according to Claim 43, wherein a cost of the associated item is less than a retail cost that would be charged to the consumer for the item if the item was selected by the consumer for association with the shopping cart.

49. (Original) An apparatus according to Claim 48, wherein the cost of the associated item is free.

50. (Original) An apparatus for electronic shopping, comprising:

a processor; and  
a storage device in communication with the processor and storing instructions adapted to be executed by the processor to:  
associate an online shopping cart with a consumer; and  
associate an item with the online shopping cart in response to a selection of the item by an entity other than the consumer.

51. (Original)      An apparatus according to Claim 50, wherein the entity is a potential seller of the item.

52. (Original)      An apparatus according to Claim 50, wherein the entity is an intelligent agent.